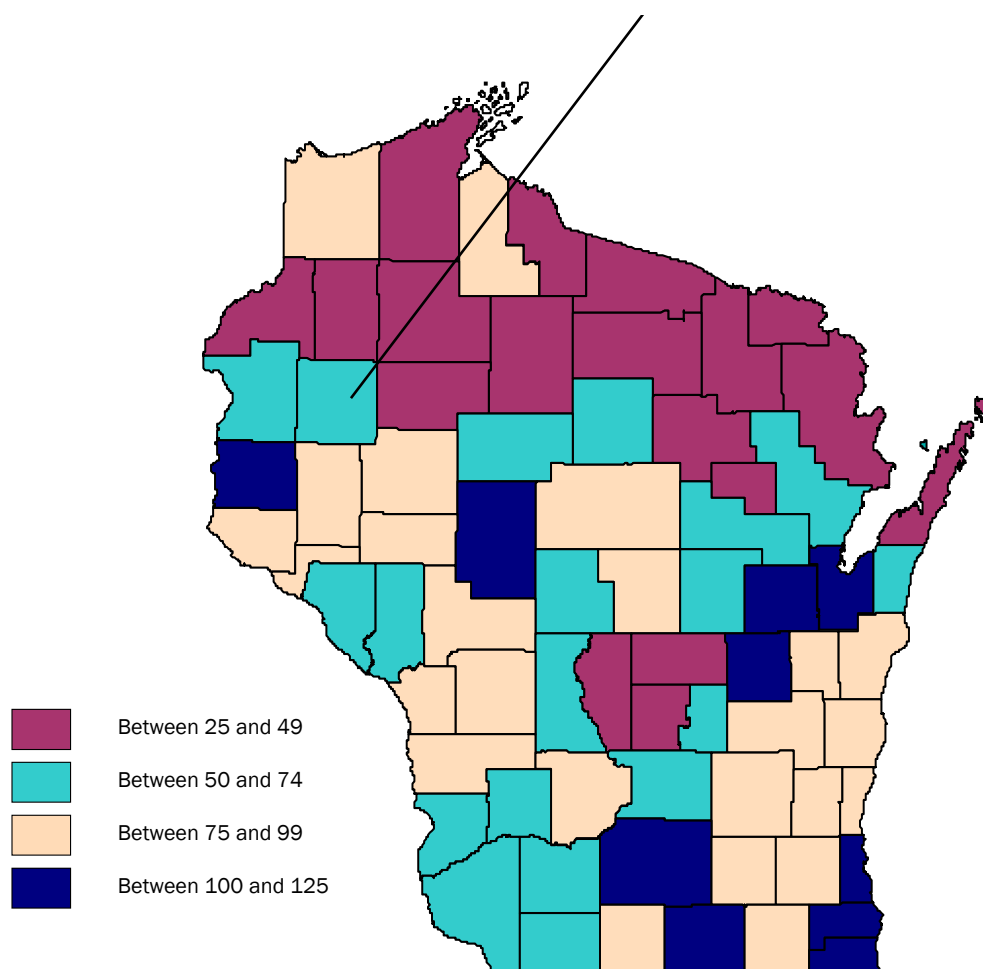


# Barron County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

The population in Barron County increased 3.5 percent from April 2000 to January 2004 by adding 1,577 residents. The percent change ranked 29<sup>th</sup> among the state's 72 counties and was better than the increase in Wisconsin but lagged growth in the nation.

All but one of the 36 municipalities in the county showed an increase in population and four of the ten largest municipalities

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Barron County</b>	44,963	46,540	1,577	3.5%
<b>Largest Municipalities</b>				
Rice Lake, City	8,312	8,490	178	2.1%
Barron, City	3,248	3,319	71	2.2%
Rice Lake, Town	3,026	3,130	104	3.4%
Stanley, Town	2,237	2,405	168	7.5%
Cumberland, City	2,280	2,341	61	2.7%
Chetek, City	2,180	2,242	62	2.8%
Chetek, Town	1,686	1,740	54	3.2%
Cameron, Village	1,546	1,681	135	8.7%
Prairie Lake, Town	1,369	1,466	97	7.1%
Lakeland, Town	963	1,017	54	5.6%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

out-paced the percent increase of the county. The largest increase occurred in the largest municipality, the City of Rice Lake. These municipalities, as well as the county, are growing so fast primarily because they attract new residents who migrate to the area.

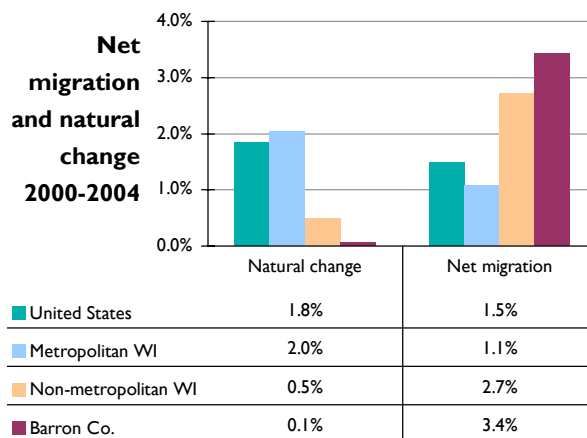
In fact, most of the increase in county population is attributed to net migration, more people moving to the county than leaving the county. The migration rate in Barron County of 3.4 percent exceeded the Wisconsin rate of 1.6 percent and the rate of other non-metropolitan counties in Wisconsin. The increase in migration rate over the previous two years likely indicates the inclusion of migration of foreign-born individuals who move to the county for work.

Many of the 908 new residents who moved to the county in the last four years are older and most are past the child-bearing years. The number births in Barron County from 2000 to 2004 exceeded the number of deaths by

33. Although there were 1,849 births, the fertility rate (see glossary) in the county of 57.9 was less than the rate in Wisconsin of 58.7 and reflects the greater share of residents over 40 years old. The average age of residents in 2000 was 39 years which will increase to 45 years by 2030.

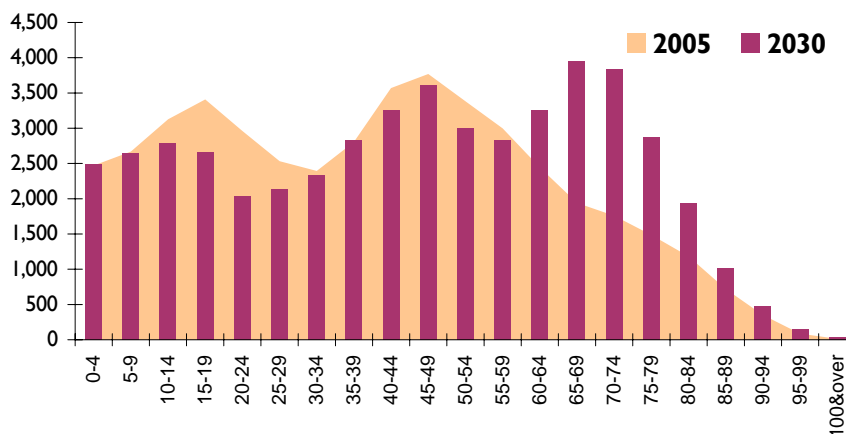
All this points to the overwhelming trend in the county of an older population that will out-number a younger population. Roughly 22 percent of the population is currently over 60 years old but by 2030 that share expands to nearly 35 percent. In contrast, 32 percent of the current population is under 25 years old and that shrinks to 25 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers rises above all other age groups and continues to dwarf other ages in the next 25 years.

The impact of an aging population is perhaps more obvious



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Barron County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

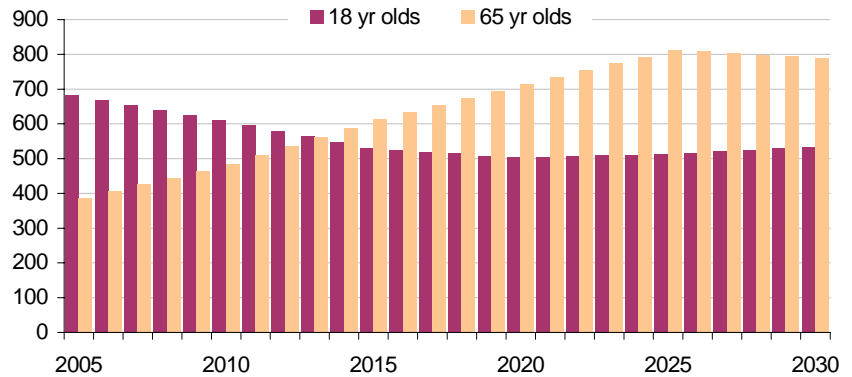
in terms of services that they will require. But it also impacts the availability of labor, especially when lower fertility rates also means fewer young people. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation, a plot of the number of those residents might point to a time when one group exceeds the other in number. That convergence occurs in 2013 in Barron County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally approach 85 percent in Barron County. But, after 55 years the LFPR begins to drop and by 60 years it is under 50 percent. The number of residents may increase but as the population ages the labor force will decline.

Although county population growth will slow it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years old, an age when labor force participation drops off, the size of the labor force is projected to decline. This reduction is projected to occur between 2010 and 2020 when the population will increase 4.4 percent but the labor force will decline by 1.2 percent. The three columns in the chart on the right show labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections.

This projection uses national assumptions that included a slight increase in the participation rates of older residents but

**Convergence of 18 & 65 year old population in Barron County**

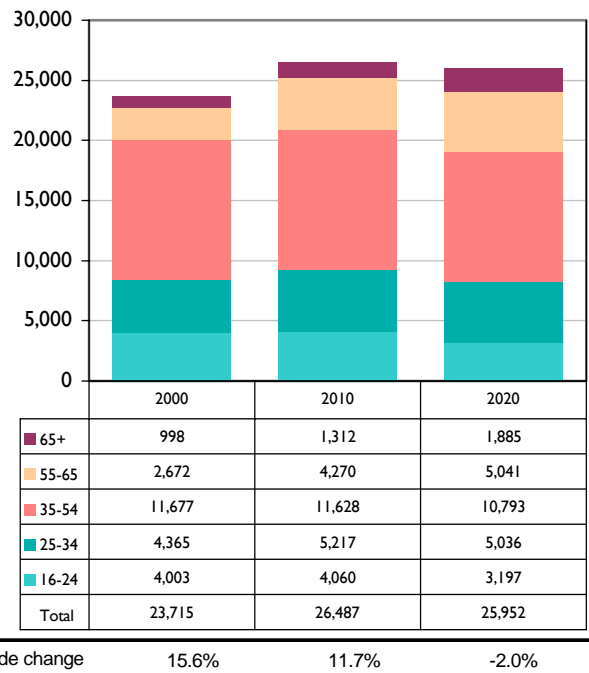


Source: WI Dept. of Administration, Demographic Services

did not factor in the declining participation rates of white residents; and, the population in Barron County is 97 percent white. The next largest racial group, Hispanic, is less than one percent of the total population.

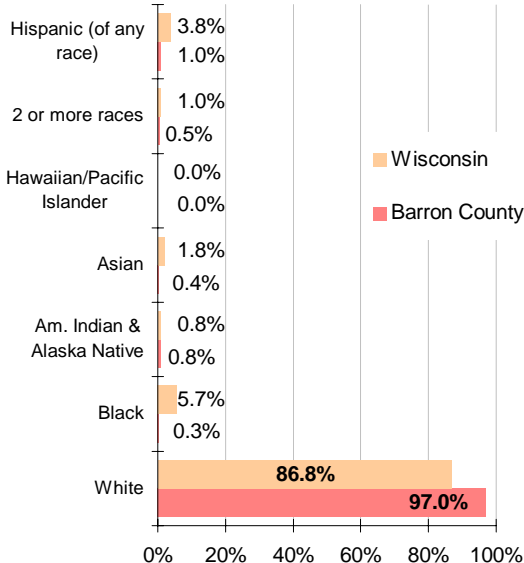
Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as the elderly demand changes in the types of goods and services provided in local communities.

**Barron County Labor Force Projections by Age**



Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**



Source: U.S. Census Population Characteristics Estimates, 2002

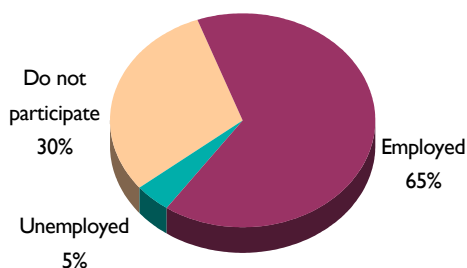
## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Barron County the participation rate was 69.8 percent. That means that 30 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As

fewer new job seekers to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Barron County in 2003 was 6.6 percent compared to a 12.1 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

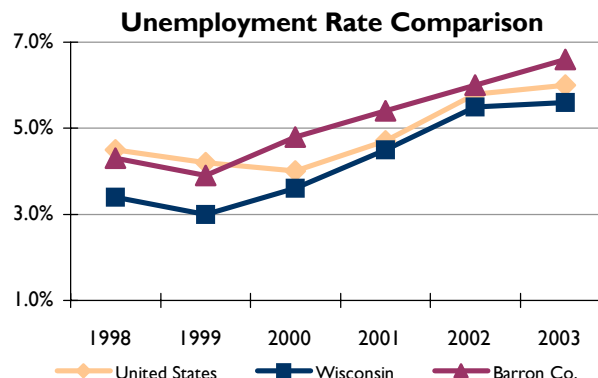
**Labor force participation in Barron County**



Source: DWD, Office of Economic Advisors, July 2004

the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were



**Barron County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	24,411	23,269	23,964	24,286	24,268	24,879
Employed	23,369	22,360	22,810	22,970	22,815	23,237
Unemployed	1,042	909	1,154	1,316	1,453	1,642
Unemployment Rate	4.3%	3.9%	4.8%	5.4%	6.0%	6.6%

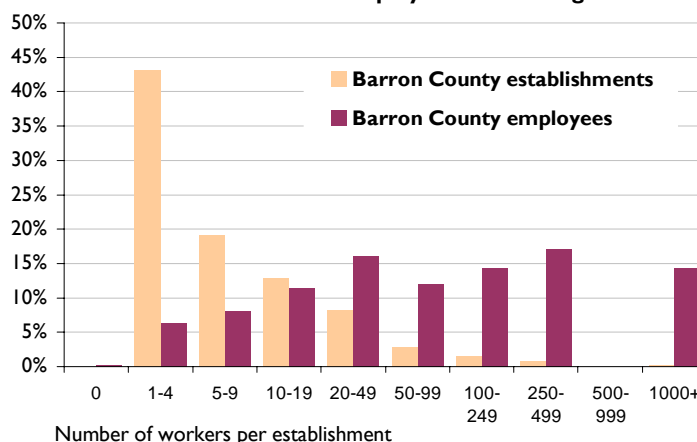
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. Of the roughly 20,920 jobs in Barron County 31 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Barron County similar to the nation and Wisconsin. Two employers in Barron County have more than 1,000 workers.

The greatest share of jobs in the county is with employers in the 250-499 employee range. However, the greatest share of employers, 43 percent, has less than five workers. The average employer in Barron County has 15 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Two of the largest employers in the county have more than 1,000 workers. The largest, Jennie-O Turkey Store represents the largest industry in the county as does McCain Foods USA, also on the largest employer list. The second largest industry is represented on the employer list by two of the 13 educational services employers, both in the public sector. The St. Croix Casino represents the third largest industry and

because it provides more than 80 percent of the jobs in amusement, gambling and recreation, the data is suppressed to provide confidentiality of employment records. That is not the case with food services and drinking establishments where the average employer size is 13 workers and there are so many employers that together they provide nearly 1,300 jobs.

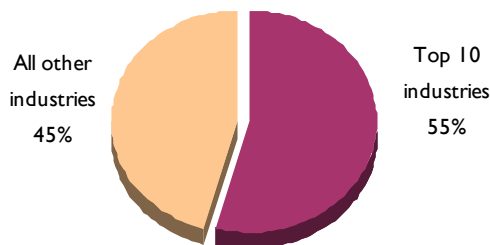
### Top 10 Industries in Barron County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Food manufacturing	11	2,337	-145	-272
Educational services	13	1,657	-30	-2
Amusement, gambling & recreation ind	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	100	1,289	68	90
Executive, legislative, & gen government	39	932	10	-103
Hospitals	suppressed	suppressed	not avail.	not avail.
General merchandise stores	16	871	83	-23
Fabricated metal product manufacturing	13	827	-116	-104
Machinery manufacturing	11	579	-157	-156
Food & beverage stores	29	565	17	9

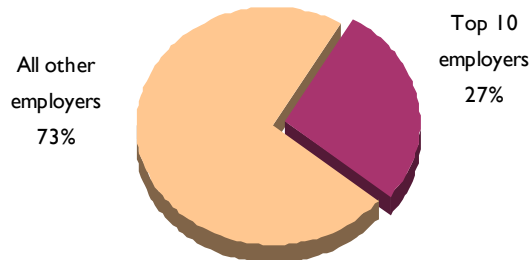
### Top 10 Employers in Barron County

Establishment	Product or Service	Size (Dec. 2003)
Jennie-O Turkey Store Inc.	Poultry processing	Over 999 employees
St. Croix Casino	Casinos, except casino hotels	Over 999 employees
Rice Lake Public School	Elementary and secondary schools	250-499 employees
County of Barron	Executive, legislative, & gen. government offices	250-499 employees
Lakeview Medical Center Inc.	General medical and surgical hospitals	250-499 employees
Coop Educational Service Agency #11	Administration of education programs	250-499 employees
Johnson Truck Bodies Inc.	Motor vehicle body manufacturing	250-499 employees
Wal-Mart Associates Inc.	Discount department stores	250-499 employees
McCain Foods USA Inc.	Frozen specialty food manufacturing	250-499 employees
Rice Lake Weighing Systems Inc.	Scale and balance, except laboratory, mfg.	250-499 employees

Share of jobs in top 10 industries in Barron County



Share of Barron County jobs with top 10 employers



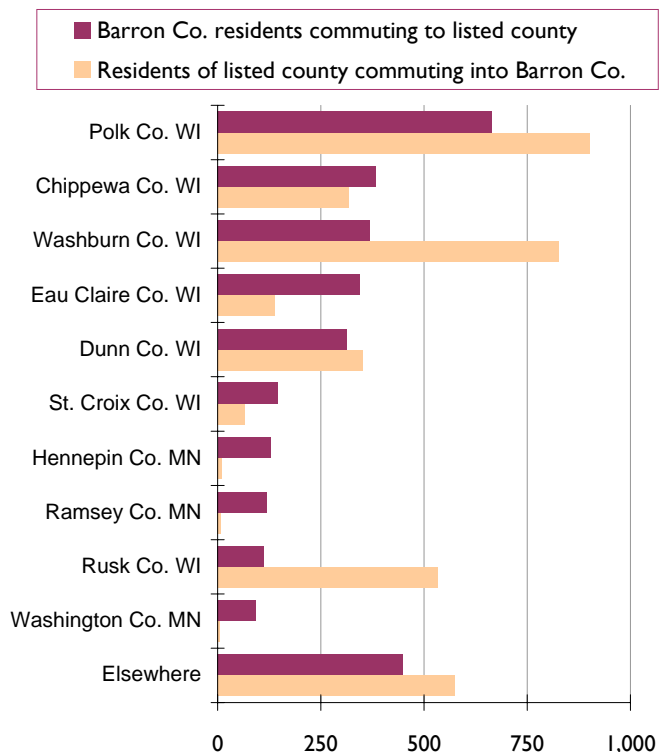
Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

## Commuting

In Barron County, 3,123 residents, 14 percent of the workers who live in the county, traveled out of the county for a job. One in every five workers who left the county headed for destinations in Polk County, especially to employers in the cities of Amery, Clear Lake and Osceola. Over 1,400 residents also seek jobs in the neighboring counties of Chippewa, Washburn, Eau Claire and Dunn, and, another 14 percent of the workers who leave the county for jobs travel to sites in Minnesota. Even though these workers leave the area for a job they are still residents of the county and are included in the local labor force estimates.

Overall, the county gains more workers than it loses. Roughly 3,740 workers travel into the county for jobs and nearly one-quarter of them are Polk County residents and another 22 percent are Washburn County residents. The most popular destinations for workers from Polk County are the cities of Turtle Lake, Cumberland, and Rice Lake while two in every three workers from Washburn County head to employers in City of Rice Lake. Add in the roughly 530 workers from Rusk County and these three counties combined account for 61 percent of all inbound traffic.

Workers from the surrounding areas are very important to the employers in Barron County and the number of workers attracted to jobs in the county increased from 2,140 in 1990.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The jobs in Barron County share some characteristics with neighboring counties and those similarities were used to define a labor supply area. This includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 15,900 jobs, or 32 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage, probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight.

Ten of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training and have mean wages that range from \$11/hour to \$15.50/hour. Only two of the occupations require college degrees.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Retail salespersons	\$10.75	\$7.15	\$9.25	\$12.93
Cashiers	\$7.44	\$6.26	\$7.23	\$8.36
Packers & packagers, hand	\$10.91	\$9.34	\$10.54	\$12.70
Truck drivers, heavy & tractor-trailer	\$15.44	\$12.38	\$14.83	\$18.36
Laborers & freight, stock, & material movers, hand	\$10.55	\$8.55	\$10.18	\$12.74
Bookkeeping, accounting, & auditing clerks	\$11.09	\$9.58	\$10.55	\$12.25
Team assemblers	\$11.54	\$9.35	\$11.62	\$14.08
Nursing aides, orderlies, & attendants	\$9.85	\$8.80	\$9.88	\$10.94
Janitors & cleaners, except maids & hskpg. cleaners	\$9.74	\$7.69	\$9.03	\$11.79
Elem. school teachers, except special ed.	-	-	-	-
Comb. food prep.& serving workers (fast food)	\$6.56	\$5.84	\$6.37	\$6.94
Office clerks, general	\$10.00	\$7.94	\$10.06	\$11.95
Teacher assistants	-	-	-	-
Stock clerks & order fillers	\$8.94	\$6.97	\$8.67	\$10.40
Production workers, all other	\$13.47	\$10.19	\$13.65	\$16.32
1st-line supvsr/mgrs. of prod. & operating workers	\$19.67	\$14.70	\$19.22	\$23.21
Helpers--production workers	\$12.66	\$10.76	\$12.35	\$13.93
Registered nurses	\$21.87	\$18.93	\$21.19	\$24.94
Maintenance & repair workers, general	\$15.01	\$12.50	\$15.07	\$17.35
Secretaries, except legal, medical, & executive	\$11.17	\$9.63	\$10.96	\$12.74

Barron County is part of an area which includes Barron, Burnett, Clark, Rusk and Taylor counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

Payroll employment declined 0.9 percent in Barron County from 2002 to 2003 with the loss of 197 jobs. That compares with a 0.2 percent decline in Wisconsin. Most of the reduction occurred with the loss of 267 jobs with manufacturing employers. Manufacturing employment declined 4.1 percent in the county, similar to the 4.2 percent reduction in the state.

In spite of the reduction, manufacturing employers still provide the greatest share of jobs, 29.5 percent, in Barron County and pay the greatest share of total payroll, 34.7 percent. The annual average wage of \$29,423 earned by manufacturing workers, however, is only 70 percent of the average wage for similar work in the state in spite of the 4.8 percent increase in 2003. Average annual wages often increase when the least senior and lower paid workers are laid off.

Several other factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal and temporary employment.

The distribution of total payroll and employment for the

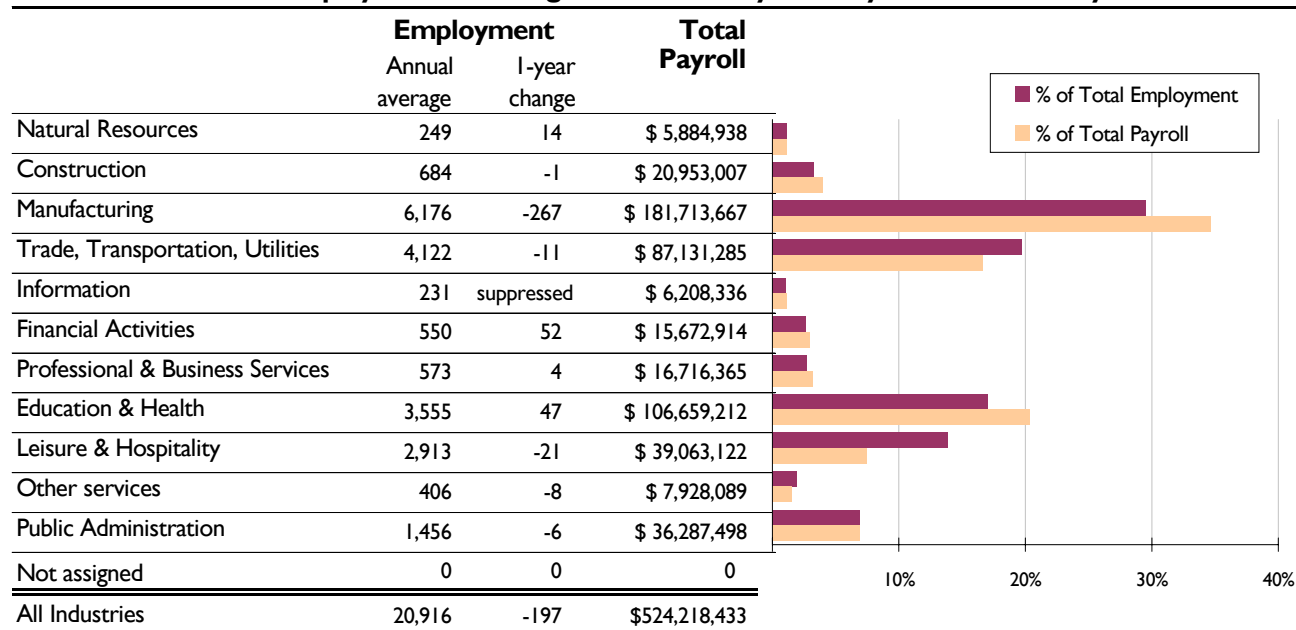
### Average Annual Wage by Industry Division in 2003

	Average Annual Wage		Percent of	I-year
	Wisconsin	Barron County	Wisconsin	% change
All Industries	\$ 33,423	\$ 25,063	75.0%	3.6%
Natural resources	\$ 25,723	\$ 23,634	91.9%	-3.9%
Construction	\$ 40,228	\$ 30,633	76.1%	2.7%
Manufacturing	\$ 42,013	\$ 29,423	70.0%	4.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 21,138	73.2%	2.7%
Information	\$ 39,175	\$ 26,876	68.6%	Not avail.
Financial activities	\$ 42,946	\$ 28,496	66.4%	10.5%
Professional & Business Services	\$ 38,076	\$ 29,173	76.6%	4.5%
Education & Health	\$ 35,045	\$ 30,003	85.6%	3.9%
Leisure & Hospitality	\$ 12,002	\$ 13,410	111.7%	2.6%
Other services	\$ 19,710	\$ 19,527	99.1%	3.1%
Public Administration	\$ 35,689	\$ 24,923	69.8%	1.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

major industry groups in Barron County is detailed in the chart below. The second highest share of jobs is with employers in trade, transportation and utilities where the average annual wage is lower than in manufacturing but closer to wages earned by similar workers in the state. The lowest average wage, earned by workers with leisure and hospitality workers, of \$13,410 exceeded that for similar workers in the state while the average wage in all industries of \$25,063 was 75 percent of the state average wage.

### 2003 Employment and Wage Distribution by Industry in Barron County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



## Per Capita Personal Income

Per capita personal income (see glossary) declined 0.7 percent in Barron County in 2002. Barron County was one of only three counties in the state to experience a drop in PCPI from 2001 to 2002. As a result of the decline, the PCPI in the county is now 81 percent of PCPI in Wisconsin and 79 percent of the United States and ranks 45<sup>th</sup> out of 72 counties in the Wisconsin.

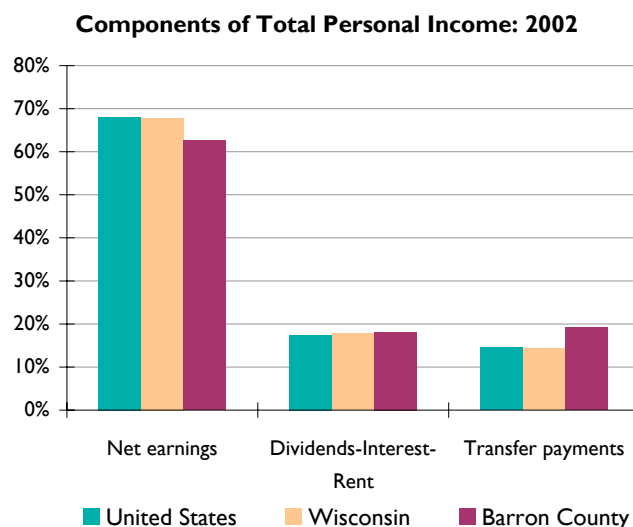
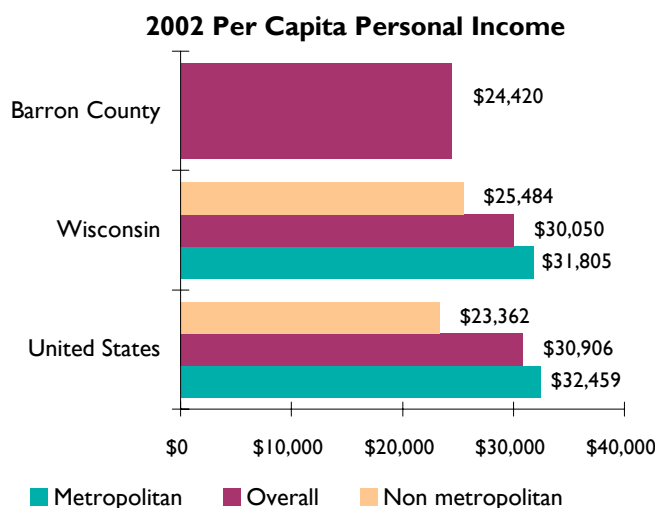
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. In 2002 fewer residents traveled out of the county for work and net earnings declined 2.5 percent. This

reduction in wages was the most significant factor in lowering PCPI. The share of net earnings in total personal income of 63 percent in Barron County is below the 68 percent of both the state and nation while income from transfer payments comprise a larger share.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Barron County	\$19,643	\$21,634	\$22,267	\$23,031	\$24,584	\$24,420	-0.7%	24.3%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Barron County	\$22,017	\$23,877	\$24,045	\$24,061	\$24,972	\$24,420	-2.2%	10.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Fertility rate** - Number of live births per 1,000 women aged 15-44 years.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.